

# Tobacco Use Prevention

*Report to the Minnesota Legislature 2011*

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**Minnesota Department of Health**

**January 2011**



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## OVERVIEW

The purpose of the Tobacco-Free Communities in Minnesota (TFC) grant program is to reduce youth tobacco use and secondhand smoke exposure by creating tobacco-free environments. Research shows young people who are exposed to smoking at home or in public settings are more likely to begin smoking as adolescents and to become regular smokers as adults. Further, exposure to secondhand smoke in any setting, whether indoor or outdoor, is associated with a variety of health risks for children and adults. When tobacco-free environment policies are adopted, the message that tobacco use is harmful to health and not acceptable is reinforced and social norms change. The goal of the 2010 Tobacco Free Communities Grant Program is to reduce exposure to secondhand smoke and counteract pro-tobacco influences on children, youth and young adults in populations disproportionately affected by the harm caused by tobacco.

When the Legislature made funding available in 2000 for local tobacco prevention grants, it challenged Minnesotans to reduce youth tobacco use by 25 percent. That goal has been met and exceeded. However, the work is far from done.

The 2008 Minnesota Youth Tobacco Survey showed that an estimated 85,000 public school students (12,600 in middle school, 72,400 in high school) are current tobacco users. In addition 39.6 percent of middle school students and 55.4 percent of high school students were exposed to secondhand smoke at least once in the week before the survey was administered. Additionally, research suggests advertising, promotions and other pro-tobacco marketing influences are key factors in the initiation of smoking and use of other tobacco products.

In 2006 (latest data available), cigarette and smokeless tobacco companies spent \$12.4 billion on advertising and promotional expenses in the United States. The five major U.S. smokeless tobacco manufacturers spent \$354 million on smokeless tobacco advertising and promotion in 2006 (latest data available)<sup>1</sup>.

MDH awarded approximately \$3.2 million in both 2009 and 2010 to 21 Tobacco-Free Communities grantees for tobacco prevention and control in Minnesota. The state's investment in creating Tobacco-Free Communities is reaping results. Statewide evaluation data show between 2000 and 2008 tobacco use dropped by 45 percent for middle school students and 30 percent for high school students. Cigarette smoking declined even more dramatically, falling by 63 percent for middle school students and 41 percent for high school students.

Trend data for many other measurable outcomes tracked by MDH – including youth exposure to secondhand smoke, proportion of retailers selling tobacco to minors, and youth perceptions of smoking prevalence – also moved in a positive direction between 2000 and 2008. (For a complete evaluation report, please see page 7).

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<sup>1</sup> Federal Trade Commission. Cigarette Report for 2006. Washington: Federal Trade Commission, 2009 [accessed 2010 Feb 8]

These declines in tobacco use mean an estimated 39,700 fewer students used tobacco in 2008 than in 2000. Preventing these youth from starting to smoke will ultimately lead to significant savings in direct health care costs in the future.

Overall tobacco use and smoking rates have declined in recent years, continuing the downward trend that has been in place since 2000. Survey results for 2008 suggest this downward trend may be slowing among high school students. While trends in tobacco use among Minnesota youth are generally positive, there are some developments that need to be monitored and addressed. First, trends among male and female students are markedly different. Among female high school students, cigarette smoking declined by 31 percent between 2005 and 2008, and overall tobacco use declined by 25 percent. However, there was no decrease among males. Use of menthol-flavored cigarettes by high-school smokers has more than doubled in the last eight years. Previous research suggests menthol cigarettes may be associated with smoking initiation by youth and may play a role in nicotine dependence and reinforcement of smoking behaviors among both youth (12-17 years) and young adults (18-25 years).

## GRANTEE HIGHLIGHTS

### **Tobacco-Free Communities in Minnesota (TFC) Grant Program**

In 2004, MDH embarked on a grant program, Tobacco-Free Communities in Minnesota (TFC), using general funds allocated by the Legislature for youth tobacco prevention. In order to make the best use of its resources, MDH elected to fund a select set of strategies considered to be the most effective in preventing tobacco use. To this end, TFC funding focuses mainly on local efforts to reduce youth tobacco use and secondhand smoke exposure by creating tobacco-free environments. Research shows young people who are exposed to smoking at home or in public settings are more likely to begin smoking as adolescents and to become regular smokers as adults. Further, exposure to secondhand smoke in any setting, whether indoor or outdoor, is associated with a variety of health risks for children and adults. When tobacco-free environment policies are adopted, the message that tobacco use is harmful to health and not acceptable is reinforced and social norms change. Exposure to industry promotional, marketing and messaging strategies increases the risk that children, youth and young adults will initiate the use of tobacco products .

- MDH funds high-impact, population-based activities that are based on the most current scientific evidence about what works to prevent youth tobacco use.
- Grant monies are distributed to Minnesota communities, where local grantees and their partners adapt programs to suit the needs of their own communities.
- The tobacco prevention program is characterized by sound fiscal stewardship, in which local grantees are in close contact with MDH staff and effective systems for monitoring and reporting on grant funds are in place.
- MDH works closely with staff from many other public and private agencies to ensure tobacco control efforts in Minnesota are efficiently coordinated.
- A high priority is placed on reducing health disparities by providing grants to organizations that represent populations that have higher than average tobacco use rates, have been especially targeted by the tobacco industry, and/or bear a greater burden of tobacco-related disease and death.

In 2010 and 2011 the TFC grant program awarded approximately \$2.2 million for local grant efforts and \$1 million to support American Indian tribes and organizations. (See page 17 for a detailed funding allocation.)

## **LOCAL GRANT HIGHLIGHTS**

### **Reducing Youth Exposure to Tobacco Influences**

An estimated 118,000 youth age 18 and younger now living in Minnesota will die prematurely from smoking. The tobacco industry spends billions of dollars annually to market its products. An estimated \$196 million is spent in Minnesota alone, much of it on purchase incentives and the point-of-sale advertisements that promote tobacco products. Studies have shown point-of-sale advertising directly influences the products youth buy and use. Preventing tobacco use through countering pro-tobacco influences is an important strategy to reduce the number of young people who start to use tobacco products.

#### **Association for Nonsmokers – Minnesota**

The Association for Nonsmokers – Minnesota (ANSR) works through the Ramsey Tobacco Coalition (RTC), which is comprised of diverse youth-serving agencies, local public health, schools and ANSR. Together, they have:

- Increased the number of tobacco-free funding policies to include 10 new organizations and festivals that have received funding from the tobacco industry in the past. The groups include youth-serving, GLBT and ethnic organizations.
- Worked to persuade St. Paul Cinco de Mayo festival organizers not to accept tobacco industry funding. Coalition members also worked with the festival organizers and board to adopt a tobacco-free funding policy to ensure that all future events will be free of tobacco industry influences through donations and promotions.
- Conducted an ongoing analysis of tobacco marketing and tobacco coupon distribution done through direct mail. This type of marketing is invisible to nonsmokers, but is an essential tool used by the tobacco industry to reduce the public health impact of tobacco taxes.

#### **Cottonwood-Jackson Community Health**

Cottonwood, Jackson and Redwood counties have worked to reduce the pro-tobacco industry influences in the community including point-of-sale advertising, tobacco industry funding of community events and promotion of tobacco industry-sponsored tobacco use prevention curriculum in schools. The coalition educates youth, parents, local community leaders and retailers about the negative impact pro-tobacco influences have on youth. Recent coalition successes:

- Strengthening of the Jackson County ordinance by increasing tobacco licensing fee; updating and strengthening definitions of tobacco products including e-cigarettes and dissolvable tobacco; adding e-cigarettes to the self-service ban; banning tobacco vending machines; and prohibiting smoking in establishments that sell tobacco.
- Completion of a comprehensive K-12 tobacco policy with the Public Health Law Center and outreach to local schools to adopt and implement this policy.
- Agreements with 23 tobacco retailers to remove tobacco advertising placed at three feet and under, a voluntary action that protects young children from being exposed to point-of-sale advertising at their eye level.

#### **Northwest Hennepin Human Services Council**

Northwest Hennepin Human Services Council worked with youth, parents and local community leaders and retailers to educate people to start noticing pro-tobacco influences, including tobacco point-of-sale advertising and its effect on youth. The coalition uses a culturally affirming youth leadership model to engage community members in countering pro-tobacco influences on children and youth from the African immigrant, African American and Southeast Asian communities in northwest Hennepin County. Recent coalition successes include:

- Provided information, technical assistance and a youth-made video to the Robbinsdale and Brooklyn Center School Districts, as part of a team lead by Statewide Health

Improvement Program (SHIP) grantees. Both school districts passed updated tobacco-free environment policies. A total of 14,500 students are covered by these policies.

- Provided education and outreach to communities targeted by the tobacco industry, including low income youth and other groups experiencing health disparities caused by tobacco use.
- Employed a public service announcement starring coalition youth, a transit ad campaign and monthly e-newsletters to highlight program activity.
- Partnered with 10 local stores to adopt private policies to reduce tobacco marketing and increase positive health messaging.

### **Olmsted County Public Health**

The Olmsted County Public Health project addresses tobacco industry promotions in Olmsted, Fillmore, Freeborn, Winona, Houston, Wabasha and Mower counties. Olmsted County works with youth, parents, local community leaders and retailers to educate people to start noticing pro-tobacco influences, including tobacco point-of-sale advertising and its effect on youth. Recent accomplishments include:

- Completion of a comprehensive K-12 tobacco policy with the Public Health Law Center and outreach to local schools to adopt and implement this policy.
- Provided education and outreach to communities targeted by the tobacco industry; recent outreach efforts have been expanded in Austin, Winona and Rochester.
- Partnered with six local stores to adopt private policies to reduce tobacco marketing and increase positive health messaging.

## **Creating Tobacco-Free Environments**

These grantees work to increase community awareness about secondhand smoke exposure and mobilize community members to adopt policies that create tobacco-free environments. Funded activities focus on the development of policies for outdoor recreation areas, including parks, playgrounds, beaches, zoos, fairgrounds, skate parks and ski resorts. Grantees also promote voluntary policies for individual homes, vehicles and multi-unit housing units (including apartment buildings and public housing complexes).

### **American Lung Association in Minnesota**

The American Lung Association in Minnesota is funded to promote change in St. Louis, Carlton and Lake Counties. Recent coalition achievements include:

- Passage of a “Smoking Disclosure” policy for all Duluth rental license holders. Duluth is the first city in Minnesota to adopt this type of policy, which became effective in July 2010. Ongoing education is being provided to rental license holders about this new policy.
- Adoption of a smoke-free policy by the Duluth Housing and Redevelopment Authority (HRA). The policy covers nearly 800 individual and family units.
- A successful effort led by youth coalition members to pass a “smoke-free transit” policy, which includes a 15-foot “smoke-free waiting zone” at downtown transit centers and around bus shelters throughout Duluth.

### **Association for Nonsmokers – Minnesota (ANSR)**

The Association for Nonsmokers – Minnesota’s (ANSR) Live Smoke Free program assists Twin Cities’ landlords and tenants in resolving secondhand smoke problems in apartment buildings through the adoption of smoke-free policies. ANSR’s Tobacco-Free Youth Recreation program assists Twin Cities’ communities in adopting tobacco-free policies for their park and recreation areas.

Accomplishments include:

- Assisting the cities of Minneapolis and Richfield in adopting tobacco-free policies for their park systems.
- Educating over 100 landlords about the benefits of smoke-free housing.
- Assisting 50 buildings in adopting and implementing smoke-free policies.
- Training 50 youth to advocate for tobacco-free parks in their communities.

### **Meeker, McLeod, Sibley (MMS) Community Health Service**

MMS have launched a Tobacco-Free Youth Crew initiative in their respective counties. The primary focus of this project is to increase awareness of the dangers of secondhand smoke and create outdoor tobacco-free recreational areas. Recent successes:

- Adoption of a comprehensive tobacco-free recreation policy in the City of Plato.
- Adoption of a temporary tobacco-free policy at the Meeker County Fair, with tobacco use allowed in a few designated areas.
- Adoption and implementation of a tobacco-free policy at the Arlington Raceway Grandstand.

### **Dakota County Public Health Department**

The Dakota County Public Health Department worked with post-secondary schools and lodging facilities to pass tobacco-free policies and worked with local businesses to pass tobacco-free policies for outdoor property.

Accomplishments include:

- Supplying signage to post-secondary campuses with tobacco-free policies to support successful implementation.
- Providing ongoing education to post-secondary schools, businesses and lodging facilities on the value of adopting and implementing smoke-free policies.
- Conducting an assessment of the availability of smoke-free lodging and the related needs of the hotel industry. Results are being used to form strategies to assist lodging owners who want to adopt tobacco-free policies.

**NorthPoint Health and Wellness Center, Inc.**

Breathe Free North is a program to educate African American parents and caregivers about the health risks of secondhand smoke. Project focus areas include working to encourage families to create formal and informal smoke-free environmental policies, working with faith-based organizations to develop and implement smoke-free policies for their grounds and educating youth on the danger of exposure to secondhand smoke.

Accomplishments include:

- Adoption of smoke-free campus policies at NorthPoint's corporate and Health and Wellness Center campuses.
- Adoption of smoke-free campus policies in 15 faith-based organizations in North Minneapolis.
- Youth assisting with passage of a smoke-free park policy through a presentation to the Minneapolis Park and Recreation Board.

## **AMERICAN INDIAN GRANT PROGRAM**

A new initiative has been launched to address the high prevalence of commercial tobacco use in nine tribal communities across the state, plus the Twin Cities urban American Indian community. It focuses on building strong, community-based tobacco control programs. Each community is focusing on advocating for smoke-free policies in multiple settings or providing cessation services, or both. These initiatives have achieved considerable success within their communities.

### **Ain Dah Yung (Our Home) Center**

Ain Dah Yung works to train and empower metro-area American Indian youth to promote and advance smoke-free spaces in the Saint Paul American Indian community. Ain Dah Yung uses cultural practice in a strength-based approach to prevent the initiation of commercial tobacco abuse among American Indian youth in the community. The youth in this program are currently attempting to pass a smoke-free policy within the Elders Lodge, a 42-unit assisted living facility serving American Indians living on fixed incomes.

### **Bois Forte Band of Chippewa**

The Bois Forte community is operating a tobacco control program that includes an adult cessation program linked to its community clinic.

### **Fond du Lac Band of Lake Superior Chippewa**

Fond du Lac has trained groups of youth leaders to influence the advancement of smoke-free policy in targeted community settings. Recently the youth from this program approached Tribal Council with a formal proposal for making their three community centers smoke-free. The tribal government building is included in this proposal, which is currently under consideration.

### **Division of Indian Works**

Division of Indian Works trained a group of youth to promote the advancement of smoke-

free policies in the Minneapolis American Indian community. The youth in this program have researched current policies regarding the premises of 15 native-serving organizations in the Minneapolis area. They have been successful in advancing a smoke-free grounds policy for one organization and expect to advance three more similar policies by the end of the grant cycle.

### **Grand Portage Band of Chippewa**

The Grand Portage community is operating a tobacco control program that includes an adult cessation program linked to the community clinic.

### **Lower Sioux Indian Community**

The Lower Sioux community has trained a group of youth to promote smoke-free spaces in many settings. As a result of TFC funding, the Lower Sioux casino, Jackpot Junction, adopted a smoke-free policy for all non-gaming areas of the facility. Youth also worked to pass a smoke-free policy for the community softball park.

### **Leech Lake Band of Ojibwe**

Leech Lake has trained a group of youth to promote smoke-free policies in outdoor recreational settings. These youth are conducting assessments of the readiness of pow-wow goers to accept the designation of smoke-free areas with the goal of implementing a smoke-free policy for at least one major community pow-wow.

### **Mille Lacs Band of Ojibwe**

Mille Lacs is operating a tobacco control program that includes an adult cessation program is expected to be linked to the community clinic system.

### **Upper Sioux Community**

The Upper Sioux Community is operating a tobacco control program that includes an adult cessation program. It is expected the cessation program will be linked to the community health and human service systems.

**Red Lake Band of Chippewa Indians**

Red Lake has trained a group of youth to promote smoke-free policies in a variety of settings. These youth recently created and are now implementing a smoke-free policy for all Boys and Girls Club events, including adult softball tournaments and a highly visible golf tournament. Currently the youth in this program are attempting to advance a smoke-free policy that will impact all tribal buildings.

**White Earth Reservation Tribal Council**

White Earth has a vibrant tobacco coalition. It recently implemented smoke-free policies for the tribal college campus, transportation building and veterans community center. White Earth also supports a clinic-pharmacy tobacco cessation program, as well as smoke-free policies and programs in the community's middle school and high school.

## EVALUATION REPORT

When the Tobacco Free Communities program launched in 2004, the Legislature directed the Commissioner of Health to establish and report on measurable outcomes to determine the effectiveness of tobacco prevention efforts. The commissioner convened a team of tobacco control experts, which recommended tracking the following measures:

- Proportion of youth who use tobacco
- Initiation of smoking among youth
- Youth self-reported cigarette consumption
- Youth desire to begin smoking
- Source of tobacco products for youth
- Proportion of retailers selling tobacco to minors
- Youth attitudes and beliefs toward tobacco use
- Youth perceptions of the prevalence of smoking
- Exposure to secondhand smoke
- Ability to refuse influences to use tobacco

These measures were included in the Minnesota Youth Tobacco Survey (MYTS), which was conducted in 2000, 2002, 2005 and 2008. According to MYTS data, the prevalence of tobacco use (which includes cigarettes, cigars, smokeless tobacco, pipe tobacco and other products) has dropped dramatically and steadily since 2000. The percentage of middle school students who used any form of tobacco in the previous 30 days fell from 12.6 percent in 2000 to 6.9 percent in 2008, a decline of 45 percent. At the high school level, the percentage of students using tobacco in the previous 30 days fell from 38.7 percent to 27.0 percent, a decline of 30 percent. Cigarette smoking declined even more substantially, falling by 63 percent for middle school students and 41 percent for high school students.

These downward trends have continued throughout the eight-year period covered by the MYTS surveys. The decline in cigarette smoking and overall tobacco use by middle school students between 2005 and 2008 is statistically significant.

There also has been a statistically significant decline in the number of frequent smokers (i.e., those who smoked on 20 or more days in the past 30 days). The percentage of high school students who were considered frequent smokers fell from 16.9 percent in 2000 to 8.8 percent in 2008, meaning fewer young people are progressing from experimentation to frequent smoking in their high school years.

The survey found solid and continuing reductions in exposure to secondhand smoke. Between 2000 and 2008, the percentage of students reporting any exposure to secondhand smoke in the past week fell from 58.0 percent to 39.6 percent in middle school and from 75.8 percent to 55.4 percent in high school. About half of this decrease in secondhand smoke exposure took place between 2005 and 2008.

The proportion of retailers who sold tobacco to minors decreased from 19.2 percent to 7.9 percent between 2000 and 2008 (most recent data available). This mirrors a decline in the number of high school students who report usually getting their cigarettes by buying them in a store.

Many of the other measurable outcomes, especially those related to attitudes and beliefs about tobacco, indicated trends in the desired direction. In essence, social norms around smoking are changing. Fewer than 20 percent of middle and high school students believe young people who smoke cigarettes have more friends, and fewer than 15 percent of students believe that smoking cigarettes makes young people look cool or is a good way to fit in.

The latest youth tobacco survey also contains some unsettling results that should be monitored and addressed. One issue is the widening gap between smoking rates of male and female teens. Between 2000 and 2005, smoking rates for males and females were very similar. However, between 2005 and 2008, smoking rates dropped by 7.0 percentage points for female high school students but not at all (0.1 percentage points) for male high school students. Another concern is the growing popularity of menthol-flavored cigarettes. The percentage of high school

students who prefer menthol cigarettes doubled from 19 percent in 2000 to 39 percent in 2008. Menthol masks the harshness new and younger smokers may experience when they inhale cigarette smoke, thus making it easier to start and continue smoking.

Results for all measurable outcomes are summarized in the Tables on pages 14-16. MDH will continue its efforts to reduce tobacco use among youth and to promote statewide and local tobacco use prevention activities to achieve this goal and to evaluate its youth tobacco use prevention programs and to monitor trends in youth tobacco use, tobacco-related attitudes and beliefs, and other measurable outcomes. The next MYTS is scheduled to be administered in 2011.

**Table: Measurable outcomes for tobacco use prevention and control, by year, 2000-2008.**

<b>Measurable outcomes</b>	<b>2000</b>	<b>2002</b>	<b>2005</b>	<b>2008</b>	<b>Percent* Change 2000-2008</b>	<b>Percent* Change 2005-2008</b>
<u>Proportion of youth who use tobacco</u>						
Percent of all students who used tobacco on one or more days in the past 30 days:						
MIDDLE SCHOOL	12.6%	11.2%	9.5%	6.9%	<b>-45%</b>	<b>-27%</b>
HIGH SCHOOL	38.7%	34.4%	29.3%	27.0%	<b>-30%</b>	-8%
Percent of all students who smoked cigarettes on one or more days in the past 30 days:						
MIDDLE SCHOOL	9.1%	7.2%	5.2%	3.4%	<b>-63%</b>	<b>-35%</b>
HIGH SCHOOL	32.4%	28.9%	22.4%	19.1%	<b>-41%</b>	-15%
Percent of male and female high school students who smoked cigarettes on one or more days in the past 30 days:						
H.S. MALES	32.0%	30.1%	21.7%	21.6%	<b>-33%</b>	0%
H.S. FEMALES	32.6%	27.4%	22.9%	15.9%	<b>-51%</b>	<b>-31%</b>
Percent of students who are frequent smokers (smoked cigarettes on 20 or more days in the past 30 days)						
HIGH SCHOOL**	16.9%	14.7%	10.2%	8.8%	<b>-48%</b>	-14%
<u>Initiation of smoking among youth</u>						
Percent who smoked their first whole cigarette at age 12 or younger (based only on students who have smoked a whole cigarette):						
MIDDLE SCHOOL	85.1%	82.6%	80.4%	77.0%	<b>-10%</b>	-4%
HIGH SCHOOL	41.2%	42.7%	39.9%	38.0%	-8%	-5%
<u>Youth self-reported cigarette consumption</u>						
Percent of current smokers who smoke six or more cigarettes per day (on the days they smoke):						
HIGH SCHOOL**	31.6%	33.0%	27.9%	25.3%	-20%	-9%

\* Percent Change in bold indicates that the difference between the two stated years is statistically significant at p<.05.

\*\* Because very few middle school students are established smokers, we report only on high school students .

<b>Measurable outcomes</b>	<b>2000</b>	<b>2002</b>	<b>2005</b>	<b>2008</b>	<b>Percent* Change 2000-2008</b>	<b>Percent* Change 2005-2008</b>
<u>Youth desire to begin smoking</u>						
Percent of never-smokers who are susceptible to starting to smoke (i.e., they are not firmly committed to never trying smoking):						
MIDDLE SCHOOL	26.4%	24.6%	22.6%	18.5	<b>-30%</b>	<b>-18%</b>
HIGH SCHOOL	25.8%	24.3%	24.9%	22.1%	<b>-14%</b>	-11%
<u>Source of tobacco products for youth</u>						
Percent of HIGH SCHOOL current smokers under 18 who usually obtain their cigarettes by:						
COMMERCIAL MEANS (buying them from store or vending machine)	17.6%	17.6%	12.1%	11.3%	<b>-36%</b>	-7%
SOCIAL MEANS (getting someone to buy for them, getting from family or friends)	71.0%	70.3%	73.0%	78.4%	<b>+10%</b>	+7%
OTHER MEANS (taking them from a store or family member, getting them in some other way)	11.4%	12.1%	14.9%	10.3%	-10%	-31%
<u>Proportion of retailers selling tobacco to minors</u>						
Non-compliance rate/Percent of retailers selling tobacco to minors [Source: DHS annual Synar survey]	19.2%	15.0%	13.4%	7.9%	<b>-59%</b>	<b>-41%</b>

\* Percent Change in bold indicates that the difference between the two stated years is statistically significant at p<.05.

\*\* Because very few middle school students are established smokers, we report only on high school students .

<b>Measurable outcomes</b>	<b>2000</b>	<b>2002</b>	<b>2005</b>	<b>2008</b>	<b>Percent* Change 2000-2008</b>	<b>Percent* Change 2005-2008</b>
<u>Youth attitudes and beliefs toward tobacco use</u>						
Percent who believe that young people who smoke cigarettes have more friends:						
MIDDLE SCHOOL	14.8%	15.8%	12.4%	11.0%	-26%	-11%
HIGH SCHOOL	21.4%	19.8%	18.8%	17.0%	-21%	-10%
Percent who believe that smoking cigarettes makes young people look cool or fit in:						
MIDDLE SCHOOL	9.9%	11.4%	8.3%	9.2%	-8%	+11%
HIGH SCHOOL	14.0%	13.7%	13.0%	12.1%	-14%	-7%
<u>Youth perceptions of the prevalence of smoking</u>						
Percent who report that two or more of their four closest friends smokes cigarettes:						
MIDDLE SCHOOL	13.2%	12.0%	8.9%	6.5%	<b>-51%</b>	-27%
HIGH SCHOOL	39.8%	35.5%	28.0%	24.9%	<b>-37%</b>	-11%
<u>Exposure to secondhand smoke</u>						
Percent who reported being in the same room or in a car with someone who was smoking in last seven days:						
MIDDLE SCHOOL	58.0%	55.9%	48.7%	39.6%	<b>-32%</b>	<b>-19%</b>
HIGH SCHOOL	75.8%	71.8%	64.8%	55.4%	<b>-27%</b>	<b>-15%</b>
<u>Ability to refuse influences to use tobacco</u>						
Percent of never-smokers who reported they would definitely not smoke if one of their best friends offered them a cigarette:						
MIDDLE SCHOOL	82.7%	83.5%	85.6%	86.7%	+5%	+1%
HIGH SCHOOL	84.2%	83.5%	83.7%	84.1%	0%	0%

\* Percent Change in **bold** indicates that the difference between the two stated years is statistically significant at p<.05.

\*\* Because very few middle school students are established smokers, we report only on high school students.

Source: Except where noted, data were collected through the 2000, 2002, 2005, and 2008 Minnesota Youth Tobacco Survey. More information on the survey and complete reports can be found on the web at: <http://www.health.state.mn.us/divs/chs/tobacco/index.html>.

## FINANCIAL REPORT

	SFY 2009 amount awarded	SFY 2010 amount awarded
<b>LOCAL GRANTS</b>		
<b>Reducing Youth Exposure to Tobacco Influences:</b>		
Association for Nonsmokers—Minnesota Ramsey Tobacco Coalition	265,000	265,000
Cottonwood-Jackson Community Health Services	216,000	216,000
Northwest Hennepin Human Services Council	245,000	245,000
Olmsted County Public Health Services	248,500	248,500
<b>Creating Tobacco-Free Environments:</b>		
American Lung Association in Minnesota	245,000	501,500
Association for Non-Smokers-Minnesota (ANSR)	285,000	335,000
Dakota County Public Health Department	240,500	209,000
Meeker McLeod Sibley (MMS)Community Health Services	255,000	255,000
NorthPoint Health and Wellness Center, Inc.	200,000	275,000
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<b>SUBTOTAL</b>	<b>\$2,200,000</b>	<b>\$2,550,000</b>
 <b>AMERICAN INDIAN ORGANIZATION GRANTS</b>		
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Ain Dah Yung	100,000	25,000
Bois Forte Band of Chippewa	75,000	56,250
Fond du Lac Band of Lake Superior Chippewa	80,000	60,000
Grand Portage Community	75,000	56,250
Greater Minnesota Council of Churches: Division of Indian Work	76,000	57,000
Leech Lake Band of Ojibwe	100,000	25,000
Lower Sioux Community	75,000	56,250
Mille Lacs Band of Ojibwe	90,000	67,500
Prairie Island Community	85,000	63,750
Red Lake Nation	90,000	67,500
Upper Sioux Community	75,000	56,250
White Earth Nation	100,000	25,000
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<b>SUBTOTAL</b>	<b>\$1,021,000</b>	<b>\$615,750</b>
 <b>TOTAL</b>	 <b>\$3,221,000</b>	 <b>\$3,165,750</b>